

Message Text

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ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 EA-10 CIAE-00 INR-07

LAB-04 NSAE-00 PA-02 RSC-01 SIL-01 USIA-15 PRS-01

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R 162042Z DEC 74

FM AMEMBASSY CARACAS

TO SECSTATE WASHDC 6971

UNCLAS CARACAS 12387

E.O. 11652: N/A

TAGS: EGEN, VE

SUBJECT: ECONOMIC/COMMERCIAL EXHIBITION OF PEOPLE'S
REPUBLIC OF CHINA

1. "CHINA EXPONE 74" IS BEING HELD FROM DEC. 10
TO 22 IN THE RENTAL ZONE OF THE EXPOSITION
PAVILLION MOP VENEXPO.

2. EMPHASIS IS ON BOTH CULTURE AND INDUSTRY.
PRODUCTS EXHIBITED ARE LOW-TECNOLOGY CONSUMER AND
INDUSTRIAL GOODS-SOF GOODS; TREADLE SEWING
MACHINES, SMALL HOUSEHOLD-TYPE GENERATORS; SMALL, LOW-POWER
TRACTORS; SOME LOW-TOLERANCE METAL-WORKING MACINERY.
SOME SMALL HOUSEHOLD ITEMS--I.E., TOWELS, YARDAGE, WINDUP
CLOCKS--AND NOVELTY ITEMS--STUFFED PANDAS, CHINELLE ANIMALS
ARE BEING SOLD IN SMALL SEPARATE SALES AREA. PRICES
ARE WELL BELOW MARKET PRICE OF COMPARABLE VENEZUELAN GOODS,
AND THERE ARE LINES WAITING TO ENTER THE SALES ROOM.
IT IS BELIEVED THAT IMPORT DUTIES ARE NOT BEING PAID ON
SALE ITEMS. A LARGE DIAGRAM IN THE MAIN EXHIBIT
AREA DEPICTS A 52PCT INCREASE IN PRODUCTION OF CONSUMER
GOODS IN CHINA BETWEEN 1965-74 AND A 3PCT FALL
IN PRICES.

3. CULTURAL EXHIBITS INCLUDE TRADITIONAL ART OBJECTS,
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CARVED JADE, IVORY. THERE IS EXTENSIVE USE OF LARGE,

SPANISH-CAPTIONED PHOTOS DEPICTING CHINESE LIFE AFTER THE "LIBERATION". SMALL SEPARATE THEATER OFFERS CULTURAL FILMS, CARTOONS. SPECIAL ATTENTION IS GIVEN TO VISITING SCHOOL GROUPS.

4. THE AGRICULTURAL EXHIBITS COMBINE A COUNTY-FAIR TYPE DISPLAY OF PRODUCE WITH PHOTOS DEPICTING FERTILE CHINESE FIELDS. PHOTOS ALSO COVER LARGE POWER PROJECTS, BRIDGES, CANALS. THROUGHOUT EXHIBIT, THE USE OF GRAPHICS IS VERY PROFESSIONAL. PROPAGANDA IS LOW-KEY; MAO IS LIMITED TO ONE GROUP PHOTO, NO SAYINGS.

5. FREE LITERATURE IS AVAILABLE IN SPANISH COVERING THE EXHIBITION AND IRRIGATION PROJECTS, CANALS AND OILFIELDS IN CHINA.
MILLS

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